
Council on Postsecondary Education Logo Standards



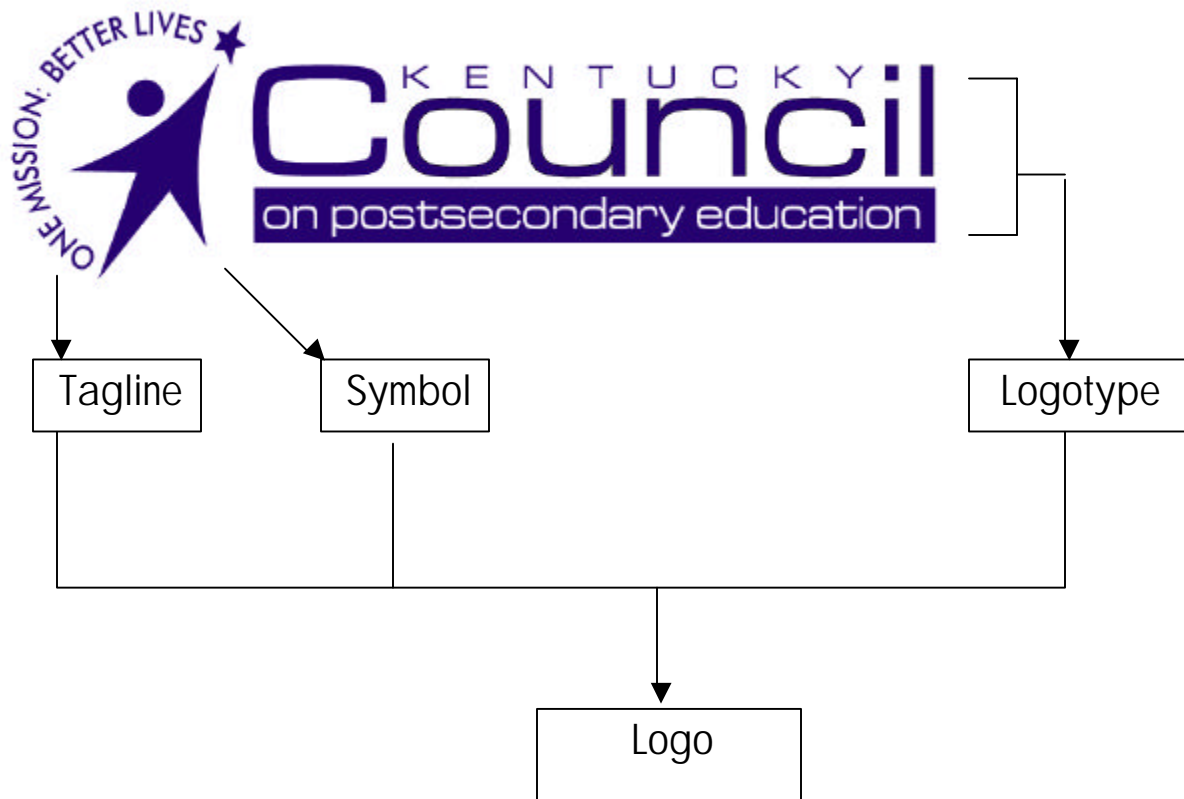
Council on Postsecondary Education Logo Standards

The Council on Postsecondary Education logo signifies the Council on Postsecondary Education identity system. The logo is the one common element to all advertising, identity, and marketing deliverables. In order to maintain a strong brand and identity statewide, consistent and correct usage of the logo is very important.

The Council logo and name are our valuable communication tools. As with anything of value, they must be handled with care, therefore the following graphic standards will apply to all instance of the Council logo.

The identity is comprised of three core components: the logo, colors, and typeface. Specifications for each of these identity components are described in the next section.

The logo itself is comprised of three elements: Symbol, Tagline, and Logotype (see illustration below).



Description of the Logo

The Symbol

The graphics of the Council logo represent a figure of a human reaching for a star with one hand. The other arm is open to invite people to follow this aspiration for innovation and improvement. The figure's firm and strong posture signifies stability and integrity. This figure symbolizes leadership in reform, progress and vision, emphasizing on the Council's focus on people.

At the same time, the figure's body forms an arrow pointing to the star. The arrow stands for direction and focus. It depicts an energetic and dynamic agency, which constantly improves its performance and sets a positive example.

The Tagline

The tagline "One Mission: Better Lives" forms a half-circle on the left side of the figure. Text starts at the left of the figure's left leg and ends near the star, aligned with its baseline (see illustration above).

The Logotype

The typographic rendition of the complete communicative name Council on Postsecondary Education forms the logotype. Using logotype on its own should be avoided. Where an exception is required, consultation with the Marketing Department is necessary.

The logotype consists of three elements:




1. The word Council, 104% wide
2. The block with reversed type "on postsecondary education" (all lower case). Font size = 29.5% of the size of "Council" 87% wide
3. The word "KENTUCKY" (all upper case). Font size = 19.6% of the size of "Council", 100% wide. This line must fit between beginning of the "o" and end of the "c" in "Council".

Colors

The primary color for the logo is dark purple. Color specification for various media are provided below:

PANTONE PROCESS: DS 181-1 C

FOUR-COLOR PROCESS: C 90.0% M 100.0% Y 00.0% K10.0%

The logo can appear as a positive or negative (reversed) image.		50% or 25% screen back is permitted for halftones.
		
Positive	Negative	50% screen back

If use of primary color is not possible, only black and white reproduction of the logo is allowed.

Typefaces

For logotype: MicrogrammaDMedExt.

For tagline: FuturaMdBt (86% wide).

Use of the Logo

The Council logo should always be prominent and read as the first level of information.

The tagline is a signature that should always accompany the logo when it is used to promote CPE mission. Logo without a tagline may be used only for decorative purposes. All business-related printed materials (business cards, letterhead, envelopes, etc.) should have the logo with tagline. In packaging, the tagline should never be used.

General Do's and Don'ts:

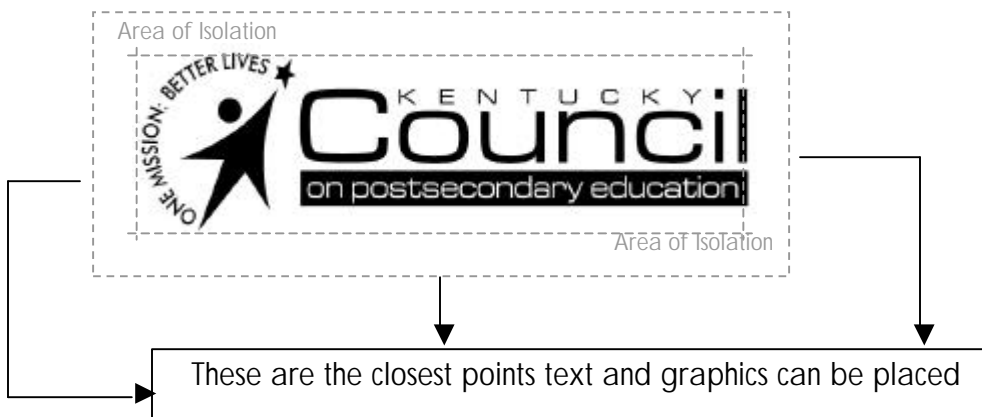
- Never create your own version of the logo

- Never use the logo with, or as part of, another logo or symbol
- Always have a safe zone around the logo (see “Area of Isolation”)
- Avoid reproducing the logo smaller than 5/8” in height
- Never use the logo in headlines, sentences or phrases – instead, type the word: Council
- Never distort the logo’s proportions or alter its form
- Never rotate the logo
- Never use the logo as a bullet

Area of Isolation

The area of isolation is based on a proportional unit of measurement to the logo, allowing for a consistent area at any size. The unit of measure is the height of a bar in logotype, from top to bottom, at the size chosen for reproduction.

As indicated in the illustration, this unit of measurement is used to construct the area of isolation on all four sides of the logo. This principle applies to any version of the logo.



Logo formats

There are four approved combinations of the symbol, tagline, and logotype. The primary logo should be used whenever possible. It is important to keep right proportion between the symbol and the logotype: the bottom of the logotype should be aligned with the right leg of the symbol; the top of the logotype should be aligned with the end of the right arm of the symbol.

Primary:



Secondary:

Logo without tagline	Symbol with tagline	Symbol with tagline, vertical
For limited purposes	For decorative purposes only. Not recommended for the first year of use.	

For more information, please contact Mariana Shochat at Mariana.Shochat@kyvu.org.